

Name	Took Office	Under President	Name	Took Office	Under President
*Benjamin Franklin	1775	†	Thomas L. James	1881	Garfield,
Richard Bache	1776	†**			Arthur
Ebenezer Hazard	1782		Timothy O. Howe	1882	Arthur
Samuel Osgood	1789	Washington	Walter Q. Gresham	1883	Arthur
*Timothy Pickering	1791	Washington,	Frank Hatton	1884	Arthur
Joseph Habersham	1795	Washington,	William F. Vilas	1885	Cleveland
		J. Adams,	Don M. Dickinson	1888	Cleveland
Gideon Granger	1801	Jefferson	*John Wanamaker	1889	B. Harrison
		Jefferson,	Wilson S. Bissell	1893	Cleveland
Return Meigs, Jr.	1814	Madison	William L. Wilson	1895	Cleveland
		Madison,	James Gary	1897	McKinley
John McLean	1823	Monroe	Charles E. Smith	1898	McKinley,
		Monroe,			T. Roosevelt
		J. Q. Adams,	Henry C. Payne	1902	T. Roosevelt
William T. Barry	1829	Jackson	Robert J. Wynne	1904	T. Roosevelt
*Amos Kendall	1835	Jackson	George B. Cortelyou	1905	T. Roosevelt
		Jackson,	George von L. Meyer	1907	T. Roosevelt
John M. Niles	1840	Van Buren	Frank H. Hitchcock	1909	Taft
Francis Granger	1841	Van Buren	Albert S. Burleson	1913	Wilson
		W. H. Harrison,	Will Hays	1921	Harding
		Tyler	Hubert Work	1922	Harding
Charles A. Wickliffe	1841	Tyler	Harry S. New	1923	Harding,
Cave Johnson	1845	Polk			Coolidge,
*Jacob Collamer	1849	Taylor			Hoover
Nathan K. Hall	1850	Fillmore	Walter F. Brown	1929	Hoover
Sam D. Hubbard	1852	Fillmore	*James A. Farley	1933	F. D. Roosevelt
James Campbell	1853	Pierce	Frank C. Walker	1940	F. D. Roosevelt,
Aaron V. Brown	1857	Buchanan			Truman
Joseph Holt	1859	Buchanan	Robert E. Hannegan	1945	Truman
Horatio King	1861	Buchanan,	Jesse M. Donaldson	1947	Truman
		Lincoln	Arthur E. Summerfield	1953	Eisenhower
*Montgomery Blair	1861	Lincoln	J. Edward Day	1961	Kennedy
William Dennison	1864	Lincoln,	John A. Gronouski	1963	Kennedy,
		A. Johnson			L. B. Johnson
Alexander W. Randall	1866	A. Johnson	*Lawrence F. O'Brien	1965	L. B. Johnson
John A. J. Creswell	1869	Grant	W. Marvin Watson	1968	L. B. Johnson
James W. Marshall	1874	Grant	Winton M. Blount	1969	Nixon
Marshall Jewell	1874	Grant	Elmer T. Klassen	1972	†
James N. Tyner	1876	Grant	Benjamin F. Bailar	1975	†
David M. Key	1877	Hayes	William F. Bolger	1978	†
Horace Maynard	1880	Hayes			

*Has a separate biography in WORLD BOOK.

†Served under the Continental Congress.

**Served under the Congress of the Confederation.

†Since 1971, the postmaster general has been appointed by the Board of Governors of the U.S. Postal Service instead of by the President.

History. The Continental Congress created a postal service in 1775 and appointed Benjamin Franklin as the first postmaster general. Congress passed the first postal act in 1789. From that year until 1971, all postmasters general were appointed by the President. The postmaster general became a member of the President's Cabinet in 1829, and the Post Office Department became an executive department in 1872.

On Aug. 12, 1970, President Richard M. Nixon signed a bill to replace the Post Office Department with the new United States Postal Service. The bill also removed the postmaster general from the President's Cabinet. The Postal Service began operating on July 1, 1971.

Critically reviewed by the U.S. POSTAL SERVICE

See also POST OFFICE with its list of Related Articles.

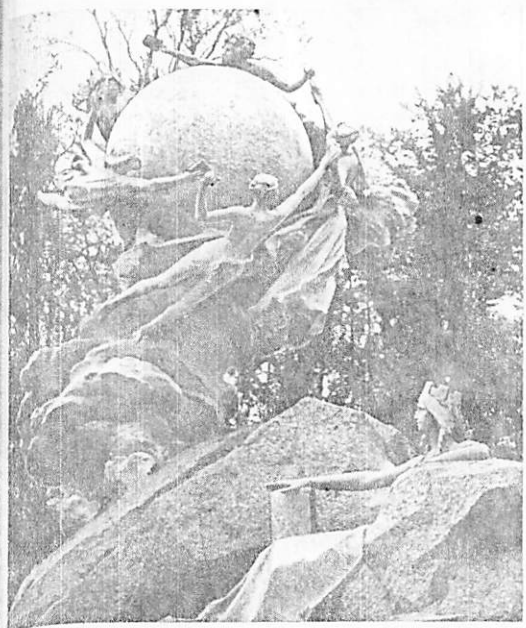
POSTAL UNION, UNIVERSAL (UPU) is a specialized agency of the United Nations that sets rules for the free flow of mail between countries. It works to promote international cooperation in organizing and improving postal services. The UPU provides postal technical assistance to member countries. By the early

1970's, the UPU had about 150 members, which constituted a single postal territory for exchanging first-class mail. Postal authorities in those countries have pledged to handle all mail with equal care.

The UPU operates under an international agreement called the Universal Postal Convention. The convention lists postal rates and uniform procedures for handling first-class mail, including letters, post cards, and small packets. Separate agreements govern other services, such as parcel post, newspaper and magazine subscriptions, insured letters and boxes, and money orders.

Under the convention, in principle, each country keeps the postage it collects on international mail. But each must repay other members for the cost of transporting mail across their borders. Transportation charges are calculated by the UPU and are based on samplings of international mail usually taken every three years.

The *Universal Postal Congress* is the main legislative body of the UPU. It usually meets every five years in a member country to review and amend the convention. UPU legislation takes precedence over any conflicting



Swiss Federal Railroads

The Universal Postal Union is symbolized in Bern, Switzerland, by a statue showing messengers circling the world.

national laws. However, some provisions are optional.

The *Executive Council* is a permanent body that handles UPU affairs between congresses. It consists of 31 members, elected on the basis of geographical representation. The *Consultative Council on Postal Studies* conducts technical research in international postal matters. The *International Bureau* is the UPU's permanent secretariat. It may also act as an information center and clearinghouse for settling UPU's financial accounts.

The first international postal congress was held by 22 countries in 1874 in Bern, Switzerland. The first postal convention went into effect in 1875. The UPU received its present name in 1878 at the second postal congress. It became a specialized agency of the United Nations in 1947. The UPU's permanent headquarters is in Bern.

Critically reviewed by the UNIVERSAL POSTAL UNION

POSTAL ZONE. See PARCEL POST (Parcel Post Rates).

POSTER is a simple, bold advertisement. It is designed to promote a product, a service, a name, or an idea. Most posters are large sheets of printed paper displayed where many people are likely to see them.

The success of a poster depends on its simplicity. Most people are either riding or walking when they see a poster, so it must catch their attention and get its message across quickly. Some of the most successful posters, such as *billboards*, use as little as one word or one picture to relay their message. Some posters serve simply as a reminder of a well-known product. Other advertising in magazines, newspapers, or on television offers more detailed information on the product.

The poster has been a means of communication for hundreds of years. It started with handbills and signboards in Europe. In the late 1800's, such painters as Henri de Toulouse-Lautrec and Alphonse Mucha created posters and supervised their reproduction on lithograph stones. Surviving copies of these posters are now highly valued by art collectors and museums.

Designing posters is helpful in training art students to express ideas clearly and forcefully.

RICHARD S. COVNE

See also ADVERTISING; COMMERCIAL ART; LETTERING.

POSTIMPRESSIONISM. See IMPRESSIONISM.

POSTMASTER GENERAL. See POSTAL SERVICE, UNITED STATES.

POSTULATE. See GEOMETRY (Assumptions).

POSTURE is the position of a person's body and the way he sits or stands. It is judged to be *good*, *normal*, or *bad* by the position of the head, chest, trunk, pelvis, knees, and feet.

In standing posture, a person should:

1. Hold the head erect but balanced without tension.
2. Hold the chest up and slightly forward, but free to breathe.

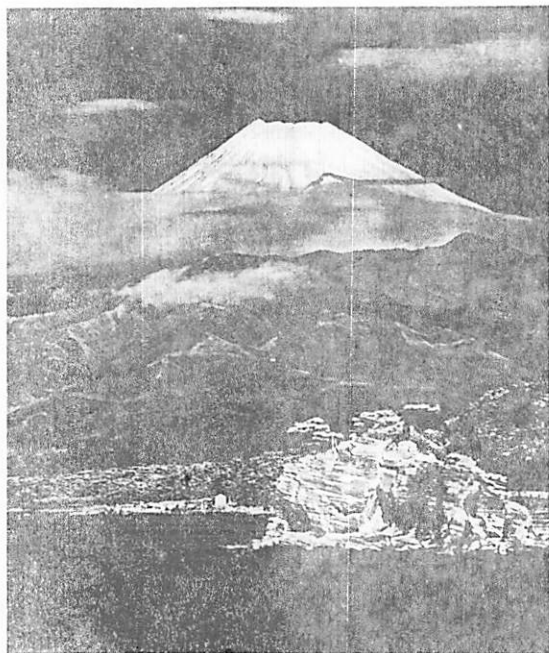
3. Hold the shoulders well back, but not hunched or strained backward.

4. Let the arms hang naturally by the sides.

5. Hold the abdomen somewhat flat, or at least not allow it to sag forward. The back will take care of itself if this is done.

6. Hold the knees balanced, neither overstretched nor bent.

7. Place the feet naturally, with the body weight slightly over the balls of the feet and on the outside edges of the feet. The inside arches should be held up.



Mr. Fuji in Winter

K. Mucha

Japan

Japan, Another World to Discover

JOE
JAPAN NATIONAL TOURIST ORGANIZATION

Japan National Tourist Organization

A Japanese Poster encourages tourists to visit Japan by showing Mount Fuji, one of the country's scenic attractions.